

Mission (from statutes)

- To promote and expand participation in geospatial information exchange in Arizona.
- To provide education and outreach to Arizona's geospatial community relating to geographic information systems, technologies, products, services, standards, programs, and activities.

Vision

Enhance awareness and grow participation in AGIC by actively providing social media content on a regular basis, providing targeted content on certain platforms (i.e., career information on LinkedIn), increasing our social media participation with other organizations (i.e., by following pertinent organizations) and reaching a broader audience through our main four platforms (Facebook, LinkedIn, Twitter, and Instagram)

2021 Meeting Dates (Meets on the second Tuesday of each month)

January 12	February 9	March 9	April 13
May 11	June 8	July 13	August 10
September 14	October 12	November 9	December 14

Work Group Participants

- **Chair:** Aparna Thatte
- **Co-Chairs:** Jenna Leveille, Cheryl Thurman
- **Voting Members:** Shuana Evans, Kasey Green, Lucas Murray, Patrick Whiteford, Samantha Dinning, Mariah Modson

2021 Goals and Activities

1. INCREASE AGIC AWARENESS AND PARTICIPATION

- Utilize Hootsuite as the social media management platform.
- Create and share relevant social media content
- Follow appropriate agencies, departments or organizations that are not currently followed on AGIC social media platforms
- Utilize opportunities to promote social media channels at meetings, training sessions, AGIC newsletter, AGIC conference and other potential forums
- Work with the Outreach Committee to update the AGIC website to make sure all social media channel links are prominently displayed and easily accessed on appropriate pages

2. DEVELOP AGIC SOCIAL MEDIA BEST PRACTICES/GUIDELINES

- Develop Social Media volunteer roles and responsibilities
- Create standard work for utilizing Hootsuite for AGIC
 - Continue to learn and explore all Hootsuite functionality
 - Develop best practices to enable efficient use, consistency across channels and maximize potential ROI
 - Analyze metrics for reporting to AGIC Council
- Develop a social media guidelines document
 - Draft guidelines on best practices relating to offensive/inappropriate posts, promotional posts, and job postings
 - Seek input from AGIC Admin and Legal Committee
 - Seek approval from AGIC Council